

Revision
Cancel on some lines
Added spots on others.

ORDER



Orders
Order / Rev: 36845
Alt Order #: 07913992
Product Desc: DICKERSON/SS20/R
Estimate: 3427
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

WTVF
Primary AE: Fran Berg
Sales Office: WADC
Sales Region: National

Agency Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Steve Dickerson for State Senate
Demographic: A35-64
Product Codes: PO03
Priority: P4
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	33	\$29,725.00	\$25,266.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$29,725.00	\$25,266.25	0.00
Totals	33	\$29,725.00	\$25,266.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTVF	40%	\$29,725.00
Market	100%	\$74,312.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$44,587.50
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	11/01/12	11/02/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	---11--	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
MORN RPT ER ED< 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---11-- 2 \$300.00 0.00															
N 3	WTVF	10/30/12	10/31/12		CM	6a-7a	-11----	:30	2	\$525.00	P4	0.00	NM	2	\$1,050.00

Order / Rev: 36845
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 WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6a-7a M-F 6a-7a										
				MORNING REPORT<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -11----	2		\$525.00		0.00					
N 4	WTVF	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a --1-1--	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
				CBS THS MRNG-2<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$200.00		0.00					
N 5	WTVF	10/31/12	11/02/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p --1-1-- (6:00 PM-6:30 PM)	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
				6P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$750.00		0.00					
6	WTVF	11/05/12	11/05/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p M----- (6:00 PM-6:30 PM)	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				6P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$750.00		0.00					
7	WTVF	10/30/12	11/01/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p -1-1--- (6:30 PM-7:00 PM)	:30	2	\$700.00	P4	0.00	NM	2	\$1,400.00
				630P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -1-1---	2		\$700.00		0.00					
8	WTVF	11/05/12	11/05/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p M----- (6:30 PM-7:00 PM)	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
				630P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$700.00		0.00					
N 9	WTVF	10/31/12	11/02/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p	CM	10p-1035p --1-1--	:30	2	\$1,100.00	P4	0.00	NM	2	\$2,200.00
				10P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$1,100.00		0.00					
10	WTVF	11/05/12	11/05/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p(10:00 PM-10:30 PM)	CM	10p-1035p M-----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
				10P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$1,100.00		0.00					
11	WTVF	10/30/12	11/01/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p -1-1---	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
				D LETTRMAN-CBS<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -1-1---	2		\$300.00		0.00					
12	WTVF	11/05/12	11/05/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p M-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				D LETTRMAN-CBS<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$300.00		0.00					
N 13	WTVF	11/02/12	11/02/12	M-F 1135p-1237a M-F 1135p-1237a	CM	1135p-1237a ----1--	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				FERGUSON	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 ----1--	1		\$125.00		0.00					
14	WTVF	11/05/12	11/05/12	M-F 1135p-1237a M-F 1135p-1237a	CM	1135p-1237a M-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				FERGUSON	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$125.00		0.00					
15	WTVF	10/30/12	10/30/12		CM	658p-8p -T-----	:30	1	\$2,600.00	P4	0.00	NM	1	\$2,600.00

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 Alt Order #: 07913992
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Steve Dickerson for State Senate
 Product Desc: DICKERSON/SS20/R
 Estimate: 3427
 WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Tue CBS Prime 7p-8p											
				NCIS											
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	-T-----		1		\$2,600.00			0.00				
17	WTVF	11/01/12	11/01/12	Thu CBS Prime 9p-10p	CM	9p-10p ---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00	
				Elementary											
ELEMENTARY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	---T---		1		\$1,500.00			0.00				
18	WTVF	11/02/12	11/02/12	Fri CBS Prime 7p-8p	CM	658p-8p ----F--	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00	
				CBS Prime											
CBS VARIOUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	----F--		1		\$1,200.00			0.00				
19	WTVF	11/02/12	11/02/12	Fri CBS Prime 9p-10p	CM	9p-10p ----F--	:30	1	\$1,600.00	P4	0.00	NM	1	\$1,600.00	
				Blue Bloods											
BLUE BLOOD-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	----F--		1		\$1,600.00			0.00				
20	WTVF	11/03/12	11/03/12	Sat AM News 6a-9a	CM	558a-9a -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00	
				Sa 6a-9a											
WKND MORNG RPT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1		\$300.00			0.00				
N 22	WTVF	11/03/12	11/03/12	College Prime Games	CM	657p-10p -----S-	:30	2	\$3,600.00	P1	0.00	NM	2	\$7,200.00	
				Bama v. LSU											
SEC FTBL BAMA v LSU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		2		\$3,600.00			0.00				
23	WTVF	11/04/12	11/04/12	Sun AM News 6a-8a	CM	558a-8a -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00	
				Su 6a-8a											
WKND MORNG RPT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1		\$250.00			0.00				
25	WTVF	11/04/12	11/04/12	Sun 930a-10a	CM	930a-10a -----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00	
				Face the Nation											
FACE NATN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1		\$800.00			0.00				
26	WTVF	11/04/12	11/04/12	Sun CBS Prime 6p-7p	CM	557p-7p -----S	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00	
				60 Minutes											
60 MINUTES-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1		\$2,000.00			0.00				
27	WTVF	11/04/12	11/04/12	Sun Sports Central 1024p	CM	1024p-1050p -----S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00	
				Su Sports Central											
SUN SPORTS CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1		\$600.00			0.00				
N 28	WTVF	11/03/12	11/03/12	Sat News 6p-630p	CM	558p-630p -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00	
				Sa 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1		\$300.00			0.00				
N 29	WTVF	11/05/12	11/05/12	M-F 6a-7a	CM	6a-7a 1-----	:30	1	\$525.00	P4	0.00	NM	1	\$525.00	
				M-F 6a-7a											
MORNING REPORT<						1/DAY									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1		\$525.00			0.00				
													Totals	33	\$29,725.00

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Agency () NATIONAL MEDIA RESEARCH PLANNING	Rep Firm
815 SLATERS LANE	Sales Office () WASHINGTON
ALEXANDRIA, VA 22314	Salesperson () FRAN BERG
Agency C/P1/P2/E 271/487/3427	Salesperson Phone# 202-872-1155
Flight Dates 10/30/2012 - 11/05/2012	Salesperson FAX# 202-872-8745
Hiatus Weeks	

STEVE DICKERSON FOR STATE SENATE -TN SD20 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*1	TH-F	5A-6A	MORN RPT ER ED<		:30	\$300.00	11/01-11/02	2	1	2	\$600.00	
Rating: 4.2												
Buyline Comment: 1/DAY												
V3 More than 2 codes changed												
*4	M	5A-6A	MORN RPT ER ED<		:30	\$300.00	11/05-11/05	0	0	0	\$0.00	
Rating: 4.2												
V3 Comment Changed, Spots/week Changed												
*5	TU-W	6A-7A	MORNING REPORT<		:30	\$525.00	10/30-10/31	2	1	2	\$1,050.00	
Rating: 6.1												
Buyline Comment: 1/DAY												
V3 More than 2 codes changed												
*8	W,F	8A-9A	CBS THS MRNG-2<		:30	\$200.00	10/31-11/02	2	1	2	\$400.00	
Rating: 2.8												
Buyline Comment: 1/DAY												
V3 More than 2 codes changed												

2043

Rep Firm	
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone#	202-872-1155
Salesperson FAX#	202-872-8745

Daypart

\$1,500.00

2
2
2
2

\$125.00

\$0.00

33

Rep Order# 7913992 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36845

Printed: 10/22/2012 11:51 AM
Last Received: 10/22/2012 11:46 AM
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3427
Buyer MICHELLE MORIE
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 271/487/3427
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*42	SA	6P-630P	SAT 6P NEWS	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	Sales Remark: V5 PGM CHG											
	V3 Added											
	V5 More than 2 codes changed											
	*43	M	6A-7A	6A NEWS	:30	\$525.00	11/05-11/05	1	1	1	\$525.00	
	V3 Added											

---REPORT TOTALS---

Report Totals: 15 / \$13,900.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$28,975.00
Sales Totals: 32 / \$28,975.00
Station Totals: 32 / \$28,975.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$72,438	CABL 0%	CBIA 0%	CBIB 0%	INTA 0%	NCFP 0%
		UNKN 60%	WKRN 0%	WNAB 0%	WSMV 0%	WTVF 40%
		WUXP 0%	WZTV 0%			

Books null
Demos RA3564

1 of 5

Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	() WASHINGTON
	815 SLATERS LANE	Sales Office	()
	ALEXANDRIA, VA 22314	Salesperson	() FRAN BERG
Agency C/P1/P2/E	271/487/3427		
Flight Dates	10/30/2012 - 11/05/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	202-872-8745

Buyline Comment: 1/DAY
Sales Remark: V3 CX 1X FRI
V3 More than 2 codes changed

3
2
1

Rep Firm	
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone#	202-872-1155
Salesperson FAX#	202-872-8745

Len	Rate	Dates	Spots/Week	# of	Total	Total Cost	Daypart
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:30	\$750.00	10/31-11/01	2	1	2	\$1,500.00
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: 30	\$ 150.00	11/05-11/05	0	0	\$0.00
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:30	\$700.00	10/30-11/01	2	1	2	\$1,400.00
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30	\$700.00	11/05-11/05	1	1	\$700.00
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:30	\$1,100.00	10/31-11/02	2	1	2	\$2,200.00
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:30	\$1,100.00	11/05-11/05	1	1	\$1,100.00
-----	------------	-------------	---	---	------------

3045

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

Daypart

11

Rep Order# 7913992 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36845

Printed: 10/22/2012 10:01 AM
Last Received: 10/22/2012 10:01 AM
Showing Buylines: All Lines

Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3427
Buyer MICHELLE MORIE
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 271/487/3427
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 4.5
*35 SA 230P-6P SEC FOOTBALL
Sales Remark: V3 CX 1X
V3 Comment Changed, Spots/week Changed
Rating: 8.5

Rating: 14.5
*36 SA 7P-10P SEC FTBL BAMA V LSU
Sales Remark: V3 ADD 1X
V3 Comment Changed, Spots/week Changed

Rating: 6.1
*37 SU 6A-8A WRND MORNG RPT
Rating: 7.7
*38 SU 8A-930A SUNDAY MRN-CBS
Sales Remark: V3 CX 1X
V3 Comment Changed, Spots/week Changed

Rating: 5.1
*39 SU 930A-10A FACE NATN-CBS
Rating: 13.0
*40 SU 6P-7P 60 MINUTES-CBS
Rating: 6.1
*41 SU 1025P-1045P SUN SPORTS CENTER

Rating: 6.1
*42 SA 630P-7P SAT 630P NEWS
Sales Remark: V3 ADD NEW
V3 Added

WVBF

Rep Order# 7913992 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36845

Printed: 10/22/2012 10:01 AM
Last Received: 10/22/2012 10:01 AM
Showing Buylines: All Lines

Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3427
Buyer MICHELLE MORIE
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 271/487/3427
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*43	M	6A-7A	6A NEWS	:30	\$525.00	11/05-11/05	1	1	1	\$525.00	
				Sales Remark: V3 ADD								
				V3 Added								

---REPORT TOTALS---

Report Totals: 32 / \$28,975.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$28,975.00
Sales Totals: 32 / \$28,975.00
Station Totals: 32 / \$28,975.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$72,438	CABL 0%	CBIA 0%	CBIB 0%	INTA 0%	NCFP 0%
		UNKN 60%	WKRN 0%	WNAB 0%	WSMV 0%	
		WUXP 0%	WZTV 0%			WTVF 40%

Books null
Demos RA3564

**POLITICAL/ISSUE ADVERTISING
INQUIRY/REQUEST PUBLIC FILE FORM**

Instructions: This form must be completed as to all requests, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) involving a controversial issue of public importance (including political and legislative matters where there is no Use@ by a legally qualified candidate). It is to be kept in the station Public Inspection File for a period of two years.

1. **Date and time of request:** 10/15/12
2. **Name of the person making request:** Michelle Morie
3. **Agency (if any):** National Media Research Planning
4. **Address of agency:** 815 Slaters Lane
Alexandria, VA 22314
5. **Telephone number of agency:** 703-683-4877
6. **Name of candidate or description of issue:** Steve Dickerson
7. **Name of candidates authorized committee or name of issue ad sponsor:** Steve Dickerson for Tenn State Senate 22
8. **Name of treasurer of candidates committee or issue ad sponsor contact:** Ward Baker
9. **Address of candidates committee or issue ad sponsor contact:** 522 Heather Place
Nashville, TN 37204
10. **Telephone number of candidates committee or issue ad sponsor contact:** 615-519-1896
11. **If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):**

Name: Ward Baker	Title: Campaign Manager
Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____
12. **Programs or times requested (use additional pages if necessary):** All dayparts
13. **Dates requested:** 4q '12
14. **Class of time requested (use additional pages if necessary):** candidate window rates
15. **Length of spot/program time requested (use additional pages if necessary):** 30"

16. Request made: In writing? _____ Orally? **XX**____
(if in writing, attach and retain)
17. Disposition of request: Granted _____
Not Granted _____

If not granted, state reason or reasons in space below. If denied in writing, attach and retain.
If granted, attach contract, invoice and schedule of date and time on which the ad(s) actually aired,
when available.)

18. If granted, rate charged
(use additional pages if necessary):

If the advertisement refers to a candidate, please complete Questions 19-24.

19. Name of candidate
(if different from Question 6 above):
20. Political party of candidate: Republican
21. Office for which candidate is running: State Senate District 20
22. Is it a: Federal Office? _____ State Office? **X** _____
Local Office? _____
23. Election for which candidate is
campaigning: General Election
24. Date of election: 11/6/12

If the request is by or on behalf of a candidate, please complete Questions 25-27.

25. Request for documentation that candidate
is legally qualified. (Attach any written
documentation received.) Yes _____ No _____
26. Date Political Disclosure Form submitted
to requestor:
27. If federal candidate, has candidate or
authorized committee signed Bipartisan
Campaign Reform Act (BCRA)
Certification?

*Note: For issue advertisements where there is no Use@ by a legally qualified candidate and the
advertisement does not relate to any political or legislative matter of national importance, the station
may elect to only complete Questions 1,2,3,4,5, 6, 7, 8, 9, 10, and 11 of this form.*

COMMENTS:

Fran Berg – Eagle TV Sales

Signature of Person Receiving Request On
Behalf of Station